

TOP 15 BRAND FAMILIES
AS NIELSEN
SHARE OF MARKET

SECTION 23 TOT SUPERMKT

	JAN 89 TO MAY 90	JUN 90 TO MAR 92	SHARE DIFF
TOT BLACK & WHITE GNR/PL	3.30	4.80	1.51
FULL FLAVOR	1.20	1.69	0.49
LIGHT	1.57	2.26	0.69
TOT BRISTOL	0.09	1.58	1.49
FULL FLAVOR	0.01	0.48	0.48
LIGHT	0.08	0.77	0.69
TOT RALEIGH EXTRA	0.01	1.02	1.02
FULL FLAVOR	0.00	0.46	0.46
LIGHT	0.00	0.50	0.50
TOT MARLBORO	16.00	16.86	0.86
FULL FLAVOR	8.94	8.39	-0.55
LIGHT	6.98	8.21	1.23
TOT MONTCLAIR PV	0.11	0.94	0.83
FULL FLAVOR	0.04	0.32	0.28
LIGHT	0.07	0.49	0.42
TOT Viceroy PV	1.46	2.27	0.81
FULL FLAVOR	1.00	1.52	0.52
LIGHT	0.46	0.75	0.29
TOT PYRAMID	1.80	2.49	0.69
FULL FLAVOR	0.28	0.76	0.48
LIGHT	1.21	1.26	0.03
TOT DORAL	4.47	5.01	0.54
FULL FLAVOR	1.35	1.60	0.25
LIGHT	2.44	2.46	0.02
TOT STERLING PV	0.00	0.45	0.45
FULL FLAVOR	0.00	0.23	0.23
LIGHT	0.00	0.23	0.23
TOT MISTY	0.01	0.36	0.35
FULL FLAVOR	0.00	0.01	0.01
LIGHT	0.01	0.35	0.34
TOT BUCKS	0.04	0.37	0.33
FULL FLAVOR	0.00	0.18	0.18
LIGHT	0.04	0.19	0.15

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To	Andrew Schmitt	From	M. F. Hules
Co.	PIC	to	MSA
Dept.		Phone #	
Fax #		Fax #	

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TOP 15 BRAND FAMILIES
RS NIELSEN
SHARE OF MARKET

SECTION 23 TOT SUPERMKT

	JAN 89 TO MAY 90	JUN 90 TO MAR 92	SHARE DIFF
TOT V SLIMS	4.57	4.83	0.26
FULL FLAVOR	1.38	1.40	0.02
LIGHT	2.27	2.12	-0.15
TOT ALPINE PV	0.49	0.67	0.19
FULL FLAVOR	0.23	0.30	0.07
LIGHT	0.25	0.37	0.12
TOT HERITAGE	0.00	0.17	0.17
LIGHT	0.00	0.17	0.17
TOT BELAIR PV	0.05	0.21	0.16
FULL FLAVOR	0.01	0.10	0.08
LIGHT	0.03	0.11	0.09
TOT MARLBORO	15.00	16.86	0.86
TOT MARLBORO RED	7.03	6.55	-0.48
TOT MARLBORO LIGHTS	6.98	7.83	0.85
TOT MARLBORO MEDIUM	0.00	0.38	0.38
TOT PRICE VALUE	18.68	25.95	7.27
PRICE VALUE FULL FLAVOR	6.79	9.86	3.06
PRICE VALUE LIGHT	10.00	12.94	2.89

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